

COMMUNICATIONS – AT A GLANCE

In today's information environment, the **commodity in shortest supply is attention**. Research shows **five times more people** read a **headline** than read the body of a **message**. By using this aid, you will **improve the quality** of your **communications** and **increase the chances of being read or heard**.

USE THESE STEPS

- Identify your **audience**. Examples on reverse side.
- Set your **objective**—what you want your audience to **believe, do or say**.
- Emphasize **WIIFM!** (*What's In It For Me*—the benefits to your audience) See reverse side.
- Set your desired **tone** (e.g., friendly, formal, upbeat).
- **Get attention**—use robust yet credible words. See reverse side.
- Make your **message consistent** with other information on the same subject.
- Encourage **frequent feedback**—it **builds trust**. Make it **easy to reply** and **be ready to handle** any **volume**. Combined **phone** and **fax numbers**, **Lotus Notes** and **web address** will **increase feedback**.
- Decide **when** and **how often** to **send** your message.

COVER THESE QUESTIONS

What, When, Where, Who, Why (order is flexible)

MAKE THE CONTENT SIMPLE AND DIRECT, AND MAKE IT USEFUL BY BEING

Accurate, believable, clear, complete and timely

HEIGHTEN YOUR IMPACT WITH "ARTWORK"—COLOR, SHADING, FONTS, WHITE SPACE AND GRAPHICS

- These elements **reinforce** your **message**, help it **jump off the page**, make it **easier to read**, and **increase understanding** by the audience.
- Color **raises the perception of quality**, **creates excitement** and **enthusiasm** and, as with **graphics**, **simplifies complex information** (it reduces time to find information by up to 80%).

DECIDE THE *MEDIA TO USE

Electronic, print, in person, voice and audio-visual. **FAA'ers prefer:

- **Lotus Notes**
- **Web**
- **Personal contact**
- **Staff/team meeting**
- **Print letter/memo**

*Consider the special needs of your audience, e.g., hearing or visual impairment.

**Based on a VOICE survey completed 1/15/2000.

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EXAMPLES OF FAA AUDIENCES	WHO IS INCLUDED
Total Workforce	Everyone who works for the FAA
FAA Management	Executives, Managers, Supervisors
FAA Direct Workforce	Employees not in management positions
Unions	10 unions and 40+ bargaining units
Employee Associations	Members of 9 associations

BENEFITS VERSUS FEATURES—MAKE A DISTINCTION

The **benefit** comes **from** the **feature**, e.g.,

- The use of “**undo**” in software (the **feature**) lets you **recover important data** (the **benefit**).
- A policy in **plain language** (the **feature**) **saves time and avoids confusion** (the **benefit**).

USE ATTENTION-GETTING WORDS—BOLD, CREATIVE, DRAMATIC

For complete list see Appendix 1 in *The One-Stop Guide: A Quick and Practical Tool for Internal Communications in FAA*. <http://VOICE@faa.gov>

ARTWORK—KEEP IT SIMPLE

RULES OF THUMB.

Color and **Shading.**

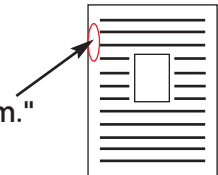
Most **people look** at the **brightest** and “**different**” area **first**, so the **more important** an item is, the **more colorful** and **noticeable** it should be.

FONTS, **Fonts**, fonts.

Limit fonts to **three different types** for a document. Make sure they **complement each other** and are **appropriate to the media**, e.g., a “**fun**” or “**informal**” font would **not** go with a “**serious**” business memo.

W H I T E S P A C E .

Leave **plenty of space** around type and **graphics**. Think of it as “**breathing room**.”



GRAPHICS.

Avoid using graphics **when standard text will do**. **Limit** graphics to **four per page**. **Relate** the **size of each graphic** to its **importance**.